The Ivy Network

BUSINESS ADDRESS
NEW HAVEN, CONNECTICUT

BOX 242-A YALE STATION

September 23, 1951

To: All Ivy Representatives

1. Enclosed are samples of contracts for New York Times broadcasts (unless your station already has the information). Fill in and return a copy of your contract to this office, one for Freshman Week and another for regular broadcast. There should be a total of 50 one-minute spots for this tro-week period (except Cornell, 26).

2. Philip Morris. When you get OK by wire from us, the following will be Philip Morris commitments:
 a. A one hour program instead of home football games on Sunday nights -- a full hour of sports round-ups, interviews, scores, etc. Ad copy will be sent from Philip Morris.
 b. If you play at Harvard, your own crews will have to broadcast back to your station -- WHRB is no longer on Philip Morris contract.
 c. Philip Morris is sending large banner to display from broadcast booths at games "Yale games over the Ivy Network, sponsored by Philip Morris", etc. -- get (or try to get) permission to display these.
 d. For the good of Ivy spend all you can on this sports package for Philip. Since Harvard backed out it is more than ever necessary that we do a good job.
 e. Be sure PM gets all away games possible, pending permission from Atlantic Refining Co. which will follow soon for several football games.

3. Radio Corporation of America. Let us know if you have a two hour morning broadcast (7-9AM) available to RCA for disc jockey show -- they will supply 45rpm turntables and records.

Sincerely,

James A. Spence, Jr.
Asst. Business Manager

JAS:mc